DOCUMENT RESUME

ED 053 035 SO 001 621

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TITLE	Buyer's Guide to Indian Periodicals and Books for American Schools and Colleges.
INSTITUTION	Educational Resources Center, New Delhi (India).
SPONS AGENCY	Office of Education (DHEW), Washington, D.C.; State Univ. of New York, Albany.
PUB DATE	69
NOTE	13p.
EDRS PRICE	EDRS Price MF-$0.65 HC-$3.29
DESCRIPTORS	*Area Studies, *Cross Cultural Studies, Humanities, Newspapers, *Non Western Civilization, *Periodicals, Resource Guides, Social Studies
IDENTIFIERS	Asia, *India

ABSTRACT

This resource guide was published to assist those who are trying to increase their knowledge and understanding of the subcontinent of India. It is divided into three parts: 1) an annotated list of selected periodicals including both western and Indian journals and Indian newspapers in a variety of fields: Asian studies, economic and social history, politics and international affairs, literature and the arts, and popular fiction, non-fiction, and general interest magazines; 2) a listing of some American sources of Indian books; and, 3) a list of book exporters in India. SO 001 619 through SO 001 623 are related documents. (Author/SBE)

SP 001 621 ED053035

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BUYER'S GUIDE TO INDIAN PERIODICALS AND BOOKS

FOR AMERICAN SCHOOLS AND COLLEGES

BY SUE GORDON

The Educational Resources Center

THE UNIVERSITY OF THE STATE OF NEW YORK
THE STATE EDUCATION DEPARTMENT
NEW DELHI, INDIA

INTRODUCTION

Books, magazines, and newspapers from India -- the numbers are staggering. In this nation where free speech and free press are cherished realities there are 9,315 newspapers and periodicals being published including 646 dailies. In the English language alone there are 1,958 newspapers.

The book publishing trade is also flourishing. In 1969 over 9,750 English language titles were published in India making this nation the world's third largest English publishing country. The quality of publications is also improving and many new volumes are notable for their sturdy bindings, handsome covers and illustrations, and excellent paper and printing.

With such a wealth of printed matter available, there is a greater need for American educators to know where books and periodicals can be ordered and to have some help in making wise selections. The Educational Resources Center, therefore, is publishing this Buyer's Guide to Indian Periodicals and Books for American Schools and Colleges with the hope of assisting those who are trying to increase their knowledge and understanding of the subcontinent of India.

The Guide is in three parts: the first being an annotated list of selected periodicals in a variety of fields; the second part listing some American sources for buying Indian books; and the third, a list of book exporters in India. These lists are intended to complement each other and together provide the teacher or librarian with access to the books and periodicals on South Asia that will be used in teaching. Periodicals are best purchased directly through the publisher. The American book dealers, or the jobber used by a larger library, may prove adequate for most users of the lists. For others with more specialised interests, the list of dealers in India will provide supplemental sources for less accessible materials.

The author, Sue Gordon, who is ERC's Consultant on Bibliography and Library Resources received her A.B. and AMLS in Librarianship from the University of Michigan. Mrs. Gordon's main assignment at ERC is to compile the Indian materials for the South Asia section of the Annual Journal of Asian Studies Bibliography. The Indian entries usually account for over a fourth of the entire bibliography. As a result of her work on the JAS Bibliography, Mrs. Gordon has become well acquainted with Indian periodicals and book publishers.

The Educational Resources Center was established in 1966 under a grant from the U.S. Office of Education. The Center exists to develop materials on India for use in American schools, colleges, and universities. In addition to preparing the Indian portion of the Annual Bibliographic issue of the Journal of Asian Studies (an ERC service in 1968, 69 and 70), the Center serves as the Secretariat for the South Asia Microform Committee sponsored by the Association for Asian Studies. ERC also publishes South Asian Library and Research Notes, a continuation of the South Asia Microform Newsletter (a portable microfilm camera is available at ERC for the use of American scholars).

The Center developed prototypes of two periodicals useful to educators which were subsequently taken over by commercial Indian publishers. Thus Indian Writing Today, "a quarterly devoted to significant writing in India" had its origins with ERC, as did the Prabhu Book Service's Guide to Indian Periodical Literature.

The Center is active in making known to American teachers books from India appropriate for classroom or library use. ERC's "Books from India", a set of twenty books intended to supplement textbooks and other materials about India available in the U.S., is being used in over 1,500 schools throughout the country. In addition ERC has prepared booklists for elementary schools, junior high schools and secondary schools, as well as subject matter lists in literature, the fine arts, and social sciences. These lists are revised annually and are available free upon request from ERC. For a major recent bibliography of books on India, contact ERC's sister organization, the Foreign Area Materials Center, 33 West 42nd Street, New York, N.Y. 10036. FAMC is administratively a part of the University of the State of New York and prepares and distributes materials on foreign areas, primarily for use in undergraduate teaching.

Further information on the Educational Resources Center, including lists of materials developed by it, and additional copies of this report are available from:

Theodore M. Vestal
Director
Educational Resources Center
D-53 Defence Colony
New Delhi - 3, India.

A Select List of Periodicals Concerned with South Asia

This list attempts to help the American teacher locate supplementary teaching materials on South Asia. It includes both Western and Indian journals and Indian newspapers. Some periodicals are recommended which will be of use to students directly and others which only the teacher himself will probably refer to.

A. Scholarly Journals

1. Journal of Asian Studies is the leading journal in the field. It is published quarterly by the Association for Asian Studies. It includes a fifth number which is an annual bibliography of current books and articles. Often 40 per cent of the articles are concerned with South Asia. It is an excellent source for book reviews and current scholarly research. Many publishers advertise their newest books in JAS. Subscriptions cost $15 a year and may be purchased from:

   The Secretary
   Association for Asian Studies
   48 Lane Hall
   University of Michigan
   Ann Arbor, Michigan 48104
   U.S.A.

2. Asian Survey contains moderate length scholarly articles, perhaps 30 per cent of them on South Asia. It is a monthly published by the Institute of International Studies of the University of California. It tends to stress current problems. Subscriptions cost $10 per year ($5 for students), and can be had by writing:

   Asian Survey
   University of California
   2234 Piedmont Avenue
   Berkeley, California 94720
   U.S.A.

3. Indian Economic and Social History Review is the most prominent Indian scholarly journal. It is issued quarterly by the Delhi School of Economics and includes lengthy articles mostly on Indian economics, sociology, and history as well as book reviews. Subscriptions cost $6 and single issues are

available at $1.50 from:

Managing Editor
Indian Economic and Social History Review

Delhi School of Economics
University of Delhi
Delhi - 7, India.

4. South Asian Review is the major British periodical focussing on this subject. It publishes all kinds of articles, although the stress is economic and political. It is the quarterly journal of the Royal Society for India, Pakistan and Ceylon. Subscription may be ordered from:

Research Publications Services Ltd.
11 Nelson Road
London SE 10
England

B. Current Events/

1. Economic and Political Weekly supplements the information in the overeseas editions of the Indian newspapers nicely. It covers business, events in various States and includes reviews. In addition, there is at least one special article per issue dealing in some depth with subjects like a specific tax, conditions in a city, or an aspect of international relations. For $10 a year (by surface mail) subscription, write to:

Shiv Patil
Circulation Manager
Economic and Political Weekly
Skylark 284 Frere Road
Bombay - 1, India.

Air mail subscriptions are also available.

2. Indian and Foreign Review contains articles on politics, economics, international affairs etc. Each issue has one picture story on an Indian art form. It also collects items from the daily press. Articles are quite brief and there are many line illustrations. The Review is published for the

Ministry of External Affairs. Each copy costs 15¢ by surface mail, $2.75 for a year, $6.50 for three years. Air mail is $4.75 more per year -- 26 issues. To subscribe, send a bank draft marked payable at Delhi to:

Business Manager
Indian and Foreign Review
P.O. Box 2011
Delhi - 6, India.

C. General

1. Seminar - Each month's issue consists of a symposium on a topic of current economic, political, or cultural interest to India. An extensive, international, bibliography is included and a few relevant books are reviewed. A year's subscription costs $6 and single issues are available at $0.70 each. Write to:

Seminar
P.O. Box 338
New Delhi - 1, India.

D. Literature and the Arts/

1. Marg is an Indian art magazine full of high quality photographs. Each issue centers on one Indian art form. An annual subscription to this quarterly costs $9, or a single issue may be purchased for $3 from:

Marg Publications
Army and Navy Building
Fort, Bombay - 1, India.

2. Quest is a quarterly literary magazine that includes reviews, poems and criticism on Indian writing in English as well as articles on a variety of topics. A U.S. subscription costs $8 a year and it can be ordered from:

Quest
148 Mahatma Gandhi Road
Bombay - 1, India.

3. Indian Writing Today is a literary quarterly, initiated under the auspices of the Educational Resources Center. It includes critical articles on Indian literature in various major languages and a few creative pieces (short stories and poetry). It continually indexes itself. An annual subscription costs $8. Purchase it from:

Indian Writing Today
Nirmal Sadanand Publishers
35C Tardeo Road
Bombay - 34 WB, India

4. Dhara is a quarterly review of Indian literature. Each issue contains short stories and poems translated from several of the regional languages into English. Dhara also includes some foreign literature, book reviews and art criticism. A year's air mail subscription costs $4 and may be had from:

Dhara
R.S. Yadav
88 Gupta Colony
Delhi - 9, India.

E. Political

1. Mainstream (weekly) contains articles of international as well as Indian interest written from a leftist point of view. It costs $25 for an air mail or $5 for a surface mail yearly subscription. Mainstream's agent for Europe and the U.S. is in London (it is published in New Delhi).

ABC Magazine Distributors
32 Audley Road
London NW
England

2. Political and Economic Review is published by the All India Congress Committee. Its contents are primarily economic. Some articles are statistical although most are descriptive. It gives the view point of the old Congress Party every week on Indian economic and political matters. A year's air mail subscription costs $31 and may be ordered from:

All India Congress Committee
7 Jantar Mantar Road
New Delhi - 1, India.

3. Swarajya is a conservative weekly. It includes articles on political matters in India and abroad - all quite brief. It costs Rs.37 (about $5) for one year or Rs.18.50 (about $2.50) for six months. Write for a subscription to:

Swarajya
Kalki Buildings
Chetput
Madras - 31, India.

4. The Citizen is a liberal weekly which has topical comments on present day issue. Deals with political and economic problems. Edited by Pran Chopra who has spoken to several of the ERC Workshop groups. Annual subscription rates are $4.50 by sea mail and $14 by air. Write to:

The Citizen Magazine
C-7 Nizamuddin East
New Delhi - 13, India.

F. Popular Magazines/

1. Children's World includes fiction and non-fiction and is well illustrated with photographs and drawings. It is written for the elementary school - junior high age group. Each issue costs 15¢, 6 months $3.75 or $7.50 for a year, surface mail. Write to:

Children's World
Children's Book Trust
Nehru House
4 Bahadur Shah Zafar Marg
New Delhi - 1, India.

2. Shankar's Weekly. Sometimes referred to as India's Punch, it is a magazine of general interest, including articles on political subjects, humor, cartoons, short stories and poems. It gives a good glimpse of middle class Indian taste. An annual surface mail subscription costs $6.25; if air delivery is desired, the additional postal charges are $27.30 per year. Write to:

Shankar's Weekly
P.O. Box 218
New Delhi - 1, India.

3. Link is India's answer to Newsweek or Time. It includes materials on important people, sports, developments in science, book, cinema and art reviews, international affairs, and State and Center politics in India. Ambassador Galbraith referred to Link as a journal reflecting the political philosophy of Krishna Menon (i.e. leftist). An annual subscription costs $32 by airmail and $6.40 by surface mail. Write to:

United India Periodicals(P) Ltd.
Link House
Bahadur Shah Zafar Marg
New Delhi - 1, India.

4. The Illustrated Weekly comes out every Sunday and includes a great many photographs. Each issue usually has a serialized novel, short story, and poems, in addition to many kinds of articles and regular features on health, books, stamps, etc. This magazine is sometimes compared to Life or Look. Edited by the noted novelist and journalist, Khushwant Singh, who has spoken to several of FRC's workshops. A year's subscription costs Rs.75 ($10) and 6 months $5. Write to:

Illustrated Weekly of India
Dada Bhai Naoroji Road
Bombay 1, India.

G. Newspapers

The following Indian dailies publish weekly overseas air mail editions. Both consist of summaries of the Indian news of the week.

1. The Statesman
Statesman House
Connaught Circus
New Delhi - 1, India.

Costs Rs.125 for one year (about $14.50).

2. The Hindustan Times
Hindustan Times Press
Connaught Circus
New Delhi - 1, India.

It costs $15 per year.

Buying Indian Books -- American Sources

This is a list of American book dealers who regularly import South Asian materials of various kinds. By and large, their coverage of books is similar and the teacher or librarian ordering books for his school might do best to order directly from the dealer closest to him.

1. Indus Books Davis California 95616	Excellent backstock. Catalogs irregularly. Especially good on economics, Pakistan, and the Punjab.
2. Lawrence Verry, Inc. Mystic Connecticut 06355	Has catalog of Indian materials most of which are representative of contemporary Indian scholarship. No fiction.
3. InterCulture Associates P.O. Box 277 Thompson Connecticut 06277	Headed by former ERC Director, Dr. Henry Ferguson. Stocks ERC's "Books from India". Imports educational scholarly and antiquarian books.
4. The Cellar Bookshop 18090 Wyoming Detroit Michigan 48221	Good for American (university press) materials on India especially monthly catalog of new arrivals.
5. South Asia Books 910 West Texas Columbia Missouri 65201	English language new and old books. Catalogs twice a year, has a large backstock.
6. Orientalia 11 East 12th Street New York, N.Y. 10003	Excellent source for rapid purchase of multiple copies of novels. Has master catalog of holdings of Indian books.
7. East and West Shop 132 East 61st Street New York, N.Y. 10021	Good for research materials and those on esoteric subjects. Has secondhand items.
8. Paragon Book Gallery 140 East 59th Street New York, N.Y. 10022	Aggressive well known dealer in all sorts of Indian books. Catalogs available.

Buying Indian Books -- Indian Sources

In spite of the many books about India published in the West, and the notinconsiderable number of Indian publications imported by American distributors, it is sometimes necessary for individuals and libraries to deal directly with Indian booksellers. The following enumeration is a list for those persons who are more concerned with English language materials. The firms named do not include all the reliable and competent exporters in India; it is of those which have been particularly recommended to us.

Most bookdealers will send catalogs of publications on request. Arrangements for payments should be checked with individual firms including charges for packing and shipping. Deliveries from India usually take from four to six months. All significant mail to India should be sent by registered post.

1. New Order Book Co. Ellis Bridge Ahmedabad (Gujarat)	Very large. Out-of-print and current books primarily in English. Govt. publication. Back issues of some periodicals. Excellent catalogs available. Buyers pay for outstanding facilities.
2. Popular Book Depot (Popular Prakashan) 7 Lemington Road Bombay	Current books in all areas.
3. K.K. Roy 55 Gariahat Road P.O. Box 10210 Calcutta - 19	Books and periodicals in all areas including rare and out-of-print.
4. K.L. Mukopadhyay 6-1A Banch Haran Arkur Lane Calcutta - 12	Good for out-of-print works.
5. O.C. Gangully Seal's Garden Lane Calcutta - 2	Good searching. Used English material periodicals as well as books, any area. Printed catalog with dollar prices.
6. Motilal Banarsidas Indological Publisher and Booksellers P.O. Box 1586 Jawaharnagar Delhi - 7	Specialises in old books, reprints, many standard works.

7. Munshi Ram Manoharlal Oriental Booksellers and Publishers P.O. Box 1165 Nai Sarak Edgerton Road Delhi - 6	Exports all kinds of books, but particularly in Indological and Northern Indian language areas.
8. UBS Publishers and Distributors 5-Daryaganj Road Ansari Road P,O. Box 1882 Delhi	New to exporting but large and efficient.
9. Prints India 3643 Mori Gate Delhi - 6	Does periodical subscriptions.
10. Manohar Book Service 2 Ansari Road, Daryaganj Delhi - 6	Reliable and fast source of new and used books. Ten lists per year with dollar prices. Good for source material, history, biography. Handles journals also.
11. Radha Krishna Prakashan 2 Ansari Road, Daryaganj Delhi - 6	All areas.
12. Prabhu Book Service Gurgaon (Haryana)	Books and periodicals in English and North Indian languages. Rare and out-of-print books, old and new Govt. publications.
1[illegible]. T.N. Jayavelu 107-109 Evening Bazar Section II Moore Market Madras - 3	Especially good for South Indian social sciences and 20th century materials. Publishes catalogs. Handles periodicals and will air mail materials.
14. India Book Exports M. Seshachalam & Co. 14 Sunkurama Chetty St. Madras - 1	Will trace rare books and hard-to-get periodicals. Furnishes classified book lists of Indian publications.
15. Higginbotham's (Pvt) Ltd. 165 Mount Road Madras - 2	Particularly good for South Indian material.

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